

If the Examiner believes that there are any issues that can be resolved by a telephone conference, or that there are any formalities that can be corrected by an Examiner's Amendment, please contact the undersigned in the Atlanta Metropolitan Area at 404-572-2888.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'W. Scott Petty', with a stylized flourish extending to the right.

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K&S Docket: 07245.105001



**VERSION WITH MARKINGS TO SHOW CHANGES MADE**

12. (New) An on-line digital collectibles award and redemption system comprising:
- a first user accessible on-line location, for providing information and intellectual content relating to specific user interests;
  - a second on-line location, for supporting user engagement in award activities and for award redemptions;
  - a third on-line location, for offering goods and services and providing the user with an opportunity to acquire a plurality of collectible awards as a result of completing requisite commercial transactions;
  - a first user selectable link provided at said first on-line location, the activation of said link providing the user with one of said collectible awards relating to said interests and transferring said user to said second on-line location;
  - a second user selectable link provided at said second on-line location, wherein the activation of said second user selectable link transfers said user to said third on-line location at which said collectible awards will be made available to said user; and
  - a linkage at said third on-line location allowing the user to return to said second on-line location.
13. (New) The system of claim 12 wherein user access to said first, second and third on-line locations is provided by one of a personal computer, a cell phone, a set-top cable box and a personal digital assistant (PDA).
14. (New) The system of claim 12 wherein said first on-line location comprises one of a plurality of single or multi-interest locations serving users with hobby, collecting or intellectual interests.

15. (New) The system of claim 12 wherein said third on-line location comprises a general purveyor of said goods and services, such as one of a department store, a discount store, a book seller and an appliance seller.

16. (New) The system of claim 12 wherein each of said collectible awards comprises a "Limited Edition Digital Object" (LEDO).

17. (New) The system of claim 16 wherein said LEDO comprises at least one of a marketing premium, a game piece for participating in an on-line game, a redemption point which can be redeemed for value, a game piece in an instant-win game and a source of information and intellectual property relating to user hobbies and interests.

18. (New) The system of claim 17 wherein said second on-line location comprises one of a creator of said LEDOs, a provider of said LEDOs, a maintainer of said LEDOs, an enhancer of the value of said LEDOs and a site for participation in activities utilizing said LEDOs.

19. (New) The system of claim 18 wherein said second on-line location allows the user to interact with other users having said LEDOs.

20. (New) The system of claim 17 wherein said second on-line location provides the user with information concerning other on-line sites related to the user's interests and offering additional LEDO award opportunities.

21. (New) The system of claim 12 wherein an operator of said first on-line location is recompensed by an operator of said third on-line location as a result of successful commercial activities carried out at said third on-line location by the user.

22. (New) A LEDO award distribution and redemption site for an on-line digital collectibles award and redemption system, comprising:

an on-line site for distributing LEDOs to site users as awards for participation in certain activities at linked sites offering goods and services or special interest content;

means for providing the site users with information about said linked sites at which additional LEDOs can be won or redeemed by the site users; and

means for maintaining and enhancing LEDOs so as to improve their value as collectibles.

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